



## NEWS RELEASE

### **SHAW TV CALGARY HOSTS LIVE BROADCAST WITH MAYOR NAHEED NENSHI** *Calgarians have the chance to ask Mayor Nenshi questions on hot topics facing the city*

CALGARY, AB (February 28, 2011) –Mayor Naheed Nenshi will be live in-studio with Shaw TV Calgary’s host Erin Strate on March 1 to answer hot topic questions on the minds of Calgarians every day.

Hot off the heels of an exciting election campaign and three months into his new role, Calgary’s Mayor Naheed Nenshi has captured the attention of Calgarians. This is the first time since being appointed into office that Mayor Nenshi will be live in-studio with Shaw TV, taking the questions of Calgarians and providing context to the future direction of our city.

“*Live with Nenshi* is a perfect follow-up to our election coverage of the 2010 Calgary Civic Election where more than 400,000 unique viewers witnessed Mayor’s election win,” said Alex Park, Vice President Interactive Programming, Shaw TV. “There are a number of pressing issues in front of city hall right now and we believe this broadcast will provide a unique opportunity for our viewers to interact with the Mayor in a way that they never have before.”

Calgarians can join the conversation with the Mayor questions by posting their questions on Shaw TV’s Facebook page ([www.facebook.com/shawtvcalgary](http://www.facebook.com/shawtvcalgary)), tweeting with appropriate hashtags (#NenshiLive, #YYC, #ShawTV), sending an email to [shawtv.calgary@sjrb.ca](mailto:shawtv.calgary@sjrb.ca) or by phone at (403) 539-6710. Broadcast details are also available at Shaw TV’s Twitter page ([twitter.com/ShawTVCalgary](http://twitter.com/ShawTVCalgary)). Calgarians can tune into the live broadcast on March 1 from 7 to 8 p.m. on Shaw TV Channel 10. In addition, Shaw TV will be airing a special feature called *Nenshi Now* that will set the context for the topics discussed during the live broadcast by covering the current issues facing our city. *Nenshi Now* can be viewed on Shaw TV Channel 10 from 6:30 to 7 p.m. – just before the live broadcast.

#### **About Shaw Communications Inc.**

Shaw Communications Inc. is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 19 specialty networks including HGTV Canada, Food Network Canada, History Television and Showcase. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR). For more information about Shaw, please visit [www.shaw.ca](http://www.shaw.ca).

- 30 -

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